

CALL TO ORDER

The February 5, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Judy Kuhl, Carrie Lewis, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer, Council Liaison, Jamie Rand

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the January 15, 2015, meeting;

MOTION was made by Lewis, seconded by Rabourn, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Committee discussed Wintercation end card picture. The choice is glassblowing or rock shore. the committee decided to go with glassblowing.

Listened to KGAL radio ads. Committee did not like the voice used but the copy was fine. Davis will get KGAL to redo with different voice.

OTHER

Committee reviewed application for DNC committee. The committee has one opening for a retail position based on that the committee recommended David Heater for consideration by the Mayor. He was the only retail candidate.

Jamie Rand shared some of the Google Analytical Reports to show the committee how the new Thing to Do ad campaign is doing compared to previous years.

The committee discussed goals for the City Council to focus on for the 2015-16 fiscal year. The committee created two goals (see attached) for the City Council to consider at their goal setting session.

Next meeting will be March 19, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 2:50 P.M.

